



Discover *the* Facts

SECOND QUARTER
2005 VOLUME XIII

A Digest of Statistical Information on the Nevada Tourism Industry



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NEVADA
COMMISSION
ON TOURISM

Visitor Volume

The number of visitors to Nevada.

MONTH	2003	2004	PERCENT CHANGE
July	4,327,012	4,384,400	1.3%
August	4,452,907	4,346,794	(2.4%)
September	3,950,159	4,235,420	7.2%
October	4,230,163	4,460,877	5.5%
November	3,810,779	3,852,131	1.1%
December	3,694,924	3,807,705	3.1%

MONTH	2004	2005	PERCENT CHANGE
January	4,084,046	4,027,885	(1.4%)
February	3,969,395	3,954,665	(0.4%)
March	4,505,005	4,567,518	1.4%
April	4,392,480	4,376,318	(0.4%)
May	4,382,698	4,424,182	0.9%
June	4,128,505	4,317,960	4.6%
TOTAL	49,928,072	50,755,856	1.7%

Second Quarter 2005 Area Highlights

AREA	2004	2005	PERCENT CHANGE
Clark County:			
Las Vegas	9,508,688	9,883,477	3.9%
Laughlin	1,033,464	1,001,111	(3.1%)
Mesquite	451,769	433,786	(4.0%)
Washoe County	1,295,300	1,175,398	(9.3%)
All other counties	614,461	624,689	1.7%
TOTAL (State)	12,903,682	13,118,461	1.7%

Information contained throughout this publication is updated quarterly to reflect revisions to current and prior year's monthly data.

Convention Attendance

The number of delegates attending conventions in Nevada.

MONTH	2003	2004	PERCENT CHANGE
July	308,973	316,594	2.5%
August	610,258	391,694	(35.8%)
September	337,330	580,883	72.2%
October	620,304	677,963	9.3%
November	561,819	545,773	(2.9%)
December	177,543	185,436	4.4%

MONTH	2004	2005	PERCENT CHANGE
January	874,521	995,551	13.8%
February	911,438*	580,689	(36.3%)
March	702,567	783,253	11.5%
April	527,869	605,509	14.7%
May	566,569	734,075	29.6%
June	387,915	498,628	28.5%
TOTAL	6,587,106	6,896,048	4.7%

Second Quarter 2005 Area Highlights

AREA	2004	2005	PERCENT CHANGE
Clark County:			
Las Vegas	1,248,938	1,599,184	28.0%
Laughlin	46,726	51,436	10.1%
Washoe County	96,911	82,115	(15.3%)
All other counties	89,778	105,477	17.5%
TOTAL (State)	1,482,353	1,838,212	24.0%

*ABC took place in February 2004 in Reno.

Occupancy Level

A percentage based on room nights occupied and total room nights available.

MONTH	2003	2004	NET CHANGE
July	85.3%	86.5%	1.2
August	87.5%	86.4%	(1.1)
September	80.4%	86.8%	6.4
October	83.3%	88.0%	4.7
November	76.3%	78.2%	1.9
December	71.3%	72.9%	1.6

MONTH	2004	2005	NET CHANGE
January	78.6%	77.3%	(1.3)
February	82.4%	84.8%	2.4
March	88.1%	89.6%	1.5
April	88.8%	86.9%	(1.9)
May	86.0%	85.7%	(0.3)
June	84.9%	87.6%	2.7
MONTHLY AVG	82.7%	84.2%	1.5

Second Quarter 2005 Area Highlights

AREA	2004	2005	NET CHANGE
Clark County:			
Las Vegas	90.8%	91.4%	0.6
Laughlin	81.0%	80.1%	(0.9)
Mesquite	89.5%	90.1%	0.6
Lake Tahoe*	82.6%	75.9%	(6.7)
Washoe County	73.8%	68.7%	(5.1)
All other counties	66.4%	71.9%	5.5
QUARTER AVG (State)	86.6%	86.7%	0.1

The occupancy levels of Las Vegas, Laughlin, Washoe County and Lake Tahoe are reported by destination marketing organizations. The rural level is based on a survey sample of all other hotel/motel properties throughout the state. All rates are weighted based on total room nights available and room nights occupied (excluding monthly rentals).

*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

Room Nights Occupied

The number of room nights occupied.

MONTH	2003	2004	PERCENT CHANGE
July	4,676,711	4,730,484	1.2%
August	4,792,795	4,717,465	(1.6%)
September	4,272,665	4,596,605	7.6%
October	4,555,030	4,811,252	5.6%
November	4,050,363	4,130,573	2.0%
December	3,939,983	4,055,992	2.9%

MONTH	2004	2005	PERCENT CHANGE
January	4,325,333	4,280,321	(1.0%)
February	4,230,753	4,237,962	0.2%
March	4,841,883	4,960,216	2.4%
April	4,719,360	4,721,842	0.1%
May	4,721,077	4,813,848	2.0%
June	4,500,204	4,735,823	5.2%
TOTAL	53,626,157	54,792,383	2.2%

Second Quarter 2005 Area Highlights

AREA	2004	2005	PERCENT CHANGE
Clark County:			
Las Vegas	10,695,220	11,096,117	3.7%
Laughlin	795,477	783,347	(1.5%)
Mesquite	235,819	222,830	(5.5%)
Lake Tahoe*	178,178	164,061	(7.9%)
Washoe County	1,338,179	1,225,268	(8.4%)
All other counties	697,769	779,890	11.8%
TOTAL (State)	13,940,642	14,271,513	2.4%

*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

Room Inventory

The number of hotel/motel rooms in Nevada.

MONTH	2003	2004	PERCENT CHANGE
July	176,788	176,363	(0.2%)
August	176,790	176,212	(0.3%)
September	177,076	176,439	(0.4%)
October	176,480	176,439	0.0%
November	177,044	176,165	(0.5%)
December	178,207	179,412	0.7%

MONTH	2004	2005	PERCENT CHANGE
January	177,457	178,553	0.6%
February	176,994	178,432	0.8%
March	177,196	178,586	0.8%
April	177,136	181,082	2.2%
May	177,184	181,139	2.2%
June	176,659	180,217	2.0%
END OF PERIOD	176,659	180,217	2.0%

Second Quarter 2005 Area Highlights

AREA	2004	2005	PERCENT CHANGE
Clark County:			
Las Vegas	128,992	132,663	2.8%
Laughlin	10,743	10,743	0.0%
Mesquite	2,897	2,676	(7.6%)
Lake Tahoe*	2,371	2,384	0.5%
Washoe County	20,103	19,828	(1.4%)
All other counties	11,553	11,923	3.2%
END OF PERIOD (State)	176,659	180,217	2.0%

Room inventory counts for the quarter represent the number of hotel/motel rooms available for daily rent as of June 30, 2005.

*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

Room Tax Collections

Dollars shown represent 3/8 of 1 percent, the amount allocated to the state to promote tourism.

MONTH	2003	2004	PERCENT CHANGE
July	\$1,107,995	\$1,307,932	18.1%
August	961,990	1,093,275	13.6%
September	1,014,236	1,178,762	16.2%
October	1,126,403	1,181,212	4.9%
November	1,034,928	1,218,300	17.7%
December	1,136,821	1,447,651	27.3%

MONTH	2004	2005	PERCENT CHANGE
January	989,470	1,050,020	6.1%
February	835,355	927,621	11.1%
March	1,218,888	1,321,644	8.4%
April	1,172,335	1,310,701	11.8%
May	1,404,641	1,598,644	13.8%
June	1,302,444	1,498,341	15.0%
TOTAL	\$13,305,505	\$15,134,104	13.7%

Second Quarter 2005 Area Highlights

AREA	2004	2005	PERCENT CHANGE
Clark County	\$3,513,763	\$4,036,063	14.9%
Washoe County	243,070	228,772	(5.9%)
Douglas County*	52,686	59,319	12.6%
Elko County	29,586	32,054	8.3%
Carson City	9,673	10,445	8.0%
All other counties	30,643	41,033	33.9%
TOTAL (State)	\$3,879,420	\$4,407,687	13.6%

Note: The remaining 5/8 of 1 percent remains with the county in which it was collected.

*References to Douglas County in this report include the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

Gross Gaming Revenue

Statewide gaming revenue (win) is rounded to the nearest thousand and includes credit play.

MONTH	2003	2004	PERCENT CHANGE
July	\$825,416,000	\$812,455,000	(1.6%)
August	813,700,000	905,101,000	11.2%
September	840,700,000	924,781,000	10.0%
October	819,547,000	924,863,000	12.9%
November	763,844,000	862,149,000	12.9%
December	767,570,000	852,477,000	11.1%

MONTH	2004	2005	PERCENT CHANGE
January	882,374,000	917,137,000	3.9%
February	876,541,000	909,547,000	3.8%
March	930,336,000	1,031,855,000	10.9%
April	827,541,000	878,217,000	6.1%
May	910,203,000	1,023,997,000	12.5%
June	854,291,000	954,218,000	11.7%
TOTAL	\$10,112,063,000	\$10,996,797,000	8.8%

Second Quarter 2005 Area Highlights

AREA	2004	2005	PERCENT CHANGE
Clark County:	\$2,132,302,000	\$2,381,049,000	11.7%
Strip	1,304,621,000	1,475,940,000	13.1%
Downtown	166,996,000	161,447,000	(3.3%)
Laughlin	145,637,000	154,368,000	6.0%
Mesquite	29,408,000	34,113,000	16.0%
County balance	485,640,000	555,181,000	14.3%
Washoe County	259,349,000	259,850,000	0.2%
Lake Tahoe*	79,127,000	77,153,000	(2.5%)
Elko County	58,282,000	65,389,000	12.2%
Carson Valley Area	27,838,000	31,718,000	13.9%
All other counties	35,137,000	41,273,000	17.5%
TOTAL (State)	\$2,592,035,000	\$2,856,432,000	10.2%

*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

Airport Volume

The number of passengers arriving and departing from Nevada's airports.

MONTH	2003	2004	PERCENT CHANGE
July	3,768,448	4,257,745	13.0%
August	3,764,074	4,200,675	11.6%
September	3,417,084	3,892,548	13.9%
October	3,708,376	4,148,764	11.9%
November	3,402,428	3,843,258	13.0%
December	3,363,963	3,772,994	12.2%

MONTH	2004	2005	PERCENT CHANGE
January	3,415,339	3,714,276	8.8%
February	3,544,164	3,648,509	2.9%
March	4,190,826	4,499,942	7.4%
April	4,076,185	4,179,119	2.5%
May	4,082,333	4,403,670	7.9%
June	4,086,823	4,352,011	6.5%
TOTAL	44,820,043	48,913,511	9.1%

Second Quarter 2005 Area Highlights

AREA	2004	2005	PERCENT CHANGE
McCarran Int. (Las Vegas)	10,673,541	11,421,919	7.0%
Reno/Tahoe Int.	1,310,032	1,267,146	(3.3%)
North Las Vegas	167,099	151,081	(9.6%)
Laughlin/Bullhead Int.	42,785	40,606	(5.1%)
Elko Airport	34,576	40,698	17.7%
Henderson Exec. Airport	17,308	13,350	(22.9%)
TOTAL (State)	12,245,341	12,934,800	5.6%

Passenger counts may or may not include commercial, charter, and scenic tourairline traffic as well as local passengers.

Vehicle Traffic Counts

The number of vehicles entering Nevada by way of interstate, U.S. and state highways.

MONTH	2003	2004	PERCENT CHANGE
July	2,348,245*†	3,185,831	35.7%
August	2,845,157*†	3,201,062	12.5%
September	2,422,030*†	2,263,474‡	(6.5%)
October	2,447,412*†	2,103,318‡	(14.1%)
November	2,197,551*†	1,956,739‡	(11.0%)
December	2,316,728	2,029,800‡	(12.4%)

MONTH	2004	2005	PERCENT CHANGE
January	2,231,309	1,618,668‡	(27.5%)
February	2,218,828	1,742,027‡	(21.5%)
March	2,579,778	2,172,538‡	(15.8%)
April	2,453,796	2,068,600‡	(15.7%)
May	2,618,141	2,133,777‡	(18.5%)
June	2,761,906	2,179,454‡	(21.1%)
TOTAL	29,440,881	26,655,288	(9.5%)

Second Quarter 2005 Area Highlights

AREA	2004	2005	PERCENT CHANGE
I-15 at Primm/Jean	1,790,846	1,847,163	3.1%
I-15 at Mesquite	958,951	1,081,142	12.7%
I-80 at Verdi	1,334,550	1,306,393	(2.1%)
I-80 at Wells	71,117*	262,748	269.5%
All other entry points	3,678,379	1,884,385‡	(48.8%)
TOTAL (State)	7,833,843	6,381,831‡	(18.5%)

Traffic counts include interstate, U.S. and state highways. Counts may or may not include local traffic.

*Due to counter failure on Interstate 80 at Wells, the traffic totals for July through November 2003 do not contain any data.

†Due to road construction and counter failures, various other entry point traffic totals for July through November 2003 do not contain any data.

‡Due to road construction on Hwy 50 at South Lake Tahoe, the traffic totals for September 2004 through June 2005 do not contain any data.

*Due to road construction on Interstate 80 at Wells, the traffic totals for May and June 2004 do not contain any data.

Park Usage

The number of people visiting state and nearby national parks.

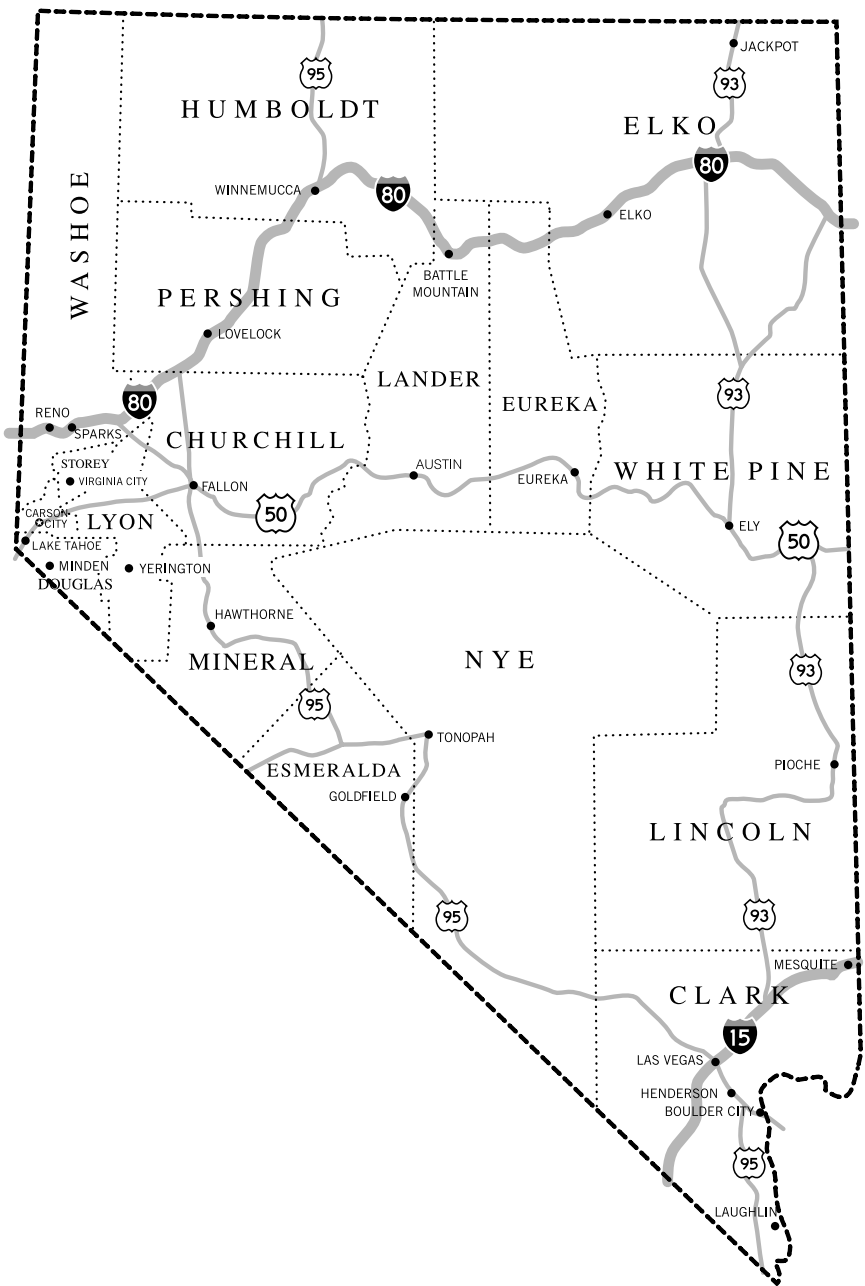
MONTH	2003	2004	PERCENT CHANGE
July	3,312,193	3,405,503	2.8%
August	3,441,672	3,159,894	(8.2%)
September	2,629,267	2,706,339	2.9%
October	2,161,207	2,017,171	(6.7%)
November	1,356,823	1,247,592	(8.1%)
December	1,150,066	1,117,008	(2.9%)

MONTH	2004	2005	PERCENT CHANGE
January	1,244,715	1,044,820	(16.1%)
February	1,246,390	1,161,046	(6.8%)
March	1,933,480	1,927,955	(0.3%)
April	2,366,660	2,087,150	(11.8%)
May	2,613,466	2,523,846	(3.4%)
June	3,080,424	3,281,922	6.5%
TOTAL	26,536,363	25,680,246	(3.2%)

Second Quarter 2005 Area Highlights

AREA	2004	2005	PERCENT CHANGE
Nevada State Parks	1,018,391	987,874	(3.0%)
Great Basin Nat. Park	28,105	24,073	(14.3%)
Lake Mead Nat. Rec. Area	2,386,061	2,573,827	7.9%
Hoover Dam Visitor Center	257,763	249,481	(3.2%)
Red Rock Canyon	200,069	199,243	(0.4%)
Grand Canyon Nat. Park	1,487,738	1,407,072	(5.4%)
Zion Nat. Park	925,169	859,222	(7.1%)
Bryce Canyon Nat. Park	485,025	468,884	(3.3%)
Death Valley Nat. Park	244,234	188,511	(22.8%)
Yosemite Nat. Park	1,027,995	934,731	(9.1%)
TOTAL (All Parks)	8,060,550	7,892,918	(2.1%)

Nevada State Map



Information Sources

Carson City Convention & Visitors Bureau

1900 South Carson St., Suite 100
Carson City, NV 89701
775-687-7410 • Fax: 775-687-7416
www.visitcarsoncity.com

Carson Valley Chamber of Commerce

1513 U.S. Hwy 395 North
Gardnerville, NV 89410
775-782-8144 • 800-727-7677
Fax: 775-782-1025 • www.carsonvalleynv.org

Elko Convention & Visitors Authority

700 Moren Way, Elko, NV 89801
775-738-4091 • 800-248-3556
Fax: 775-738-2420 • www.elkocva.com

Elko Regional Airport

975 Terminal Way, Elko, NV 89801
775-777-7190 • Fax: 775-777-7193
www.elkocity.com

Ely Bristlecone Convention Center

150 Sixth St., P.O. Box 958, Ely, NV 89301
775-289-3720 • 800-490-9350
Fax: 775-289-6757 • www.elynevada.net

Fallon Convention Center

100 Campus Way, Fallon, NV 89406
775-423-4556 • 800-874-0903;
Fax: 775-423-8926 • www.fallontourism.com

Hawthorne Convention Center

932 E St., P.O. Box 2281
Hawthorne, NV 89415
775-945-5854 • Fax: 775-945-3826
www.mineralcountynevadaeda.org

Henderson Convention Center & Visitors Bureau

200 S. Water St., Henderson, NV 89015
702-565-2171 • Fax: 702-565-2177
www.cityofhenderson.com/convention

Lake Tahoe Visitors Authority

1156 Ski Run Blvd., South Lake Tahoe, CA 96150
530-544-5050 • 800-AT-TAHOE
Fax: 530-544-2386 • www.virtualtahoe.com

Las Vegas Convention & Visitors Authority

3150 Paradise Rd., Las Vegas, NV 89109-9096
702-892-0711 • 877-847-4858
Fax: 702-892-2824
www.vegasfreedom.com

McCarran International Airport

P.O. Box 11005, Las Vegas, NV 89111-1005
702-261-5211 • 800-261-5704;
Fax: 702-597-9553 • www.mccarran.com

National Park Service

1849 C Street NW, Washington, DC 20240
202-208-6843 • www.nps.gov/grba

Nevada Department of Transportation

1263 S. Stewart St., Carson City, NV 89712
775-888-7000 • Fax: 775-888-7201
www.nevadadot.com

Nevada Division of State Parks

1300 S. Curry St., Carson City, NV 89703
775-687-4384 • www.state.nv.us/stparks/

Nevada Department of Employment Training, and Rehabilitation

1929 N. Carson St., Carson City, NV 89703
775-684-3909 • www.detr.state.nv.us/es/es_index.htm

Nevada Gaming Control Board

1919 E. College Pkwy., Carson City, NV 89706
775-687-6500 • www.gaming.state.nv.us/

Pershing County Community Center

820 Sixth St., P.O. Box 986, Lovelock, NV 89419
775-273-7144 • 888-273-3200
Fax: 775-273-7647 • www.pershingnv.com

Reno-Sparks Convention & Visitors Authority

4590 S. Virginia St., Reno, NV 89504
775-827-RENO • 800-FOR-RENO
Fax: 775-827-7746 • www.renolaketahoe.com

Reno/Tahoe International Airport

2004 E. Plumb Lane, Reno, NV 89502
P.O. Box 12490, Reno, NV 89510
775-328-6400 • Fax: 775-328-6510
www.renoairport.com

Tahoe-Douglas Chamber of Commerce

195 U.S. Hwy 50 at Roundhill, P.O. Box 7139
Stateline, NV 89449
775-588-4591 • Fax: 775-588-4598
www.tahoechamber.org

Tonopah Convention Center

301 Brounger Ave., P.O. Box 408
Tonopah, NV 89049
775-482-3558 • Fax: 775-482-3932
www.tonopahnevada.com

Wendover Area Chamber of Commerce & Tourism

735 Wendover Blvd., P.O. Box 2468
Wendover, NV 89883
775-664-3414 • 800-426-6862
Fax: 775-664-3414 • www.westwendovercity.com

Winnemucca Convention & Visitors Bureau

50 W. Winnemucca Blvd., Winnemucca, NV 89445
775-623-5071 • 800-962-2638
Fax: 775-623-5087 • www.winnemucca.org

